104 FM
WBCN

Susan Hendryx
Music Motion
321 West 44th St.
Suite 504
New York, N.Y. 10036

Dear Susan,

The following is a brief rundown of the on-air promotion with the Rolling Stones Harlem Shuffle Music Zap!

From March 24th to April 10th, BCN ran 3 spots per day promoting the Rolling Stones Zap playing at various USA Cinemas. In addition we gave away Rolling Stones watches, LPs and posters.

A total of 54-30 second spots ran. Each promo carries a value of $350.00. Thus the total value of this promotion is 18,900. Enclosed is a cassette dub of the giveaway.

Thanks for all the support and we look forward to many more promotional successes!

Sincerely,

[redacted]

Larry Loprete
Assistant Creative
Services Director